REMARKS

Claims 101, 102, 104-119, 121, and 122 are pending in this application. By this Supplemental Amendment, Applicant has amended Claims 101, 121, and 122. Applicant respectfully submits that the amendments to each of Claims 101, 121, and 122 do not contain new matter. Applicant respectfully submits that the present invention, as defined by Claims 101, 102, 104-119, 121, and 122, is patentable over the prior art.

Applicant has also deleted the Abstract of the Disclosure and has substituted therefor the new Abstract of the Disclosure which is attached hereto on a separate sheet. Applicant respectfully submits that the new Abstract of the Disclosure does not contain new matter.

Based on the foregoing amendments and the following Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

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I. THE PRESENT INVENTION, AS DEFINED BY CLAIMS 101, 102, AND 104-119, IS PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by Claims 101, 102, and 104-119, is patentable over the prior art. Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over Capek, McCandless, Goldhaber, and any combination of same. Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, a computer-implemented method, comprising at least one of receiving and storing information regarding a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is at least one of a request by a merchant for advertising space, a storing of an offered price for an advertising space, and a storing of a term or condition for an advertising offering, at least one of receiving and storing information regarding at least one of a request by a merchant for advertising space, an offered price for an advertising space, and a term or condition for an

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advertising offering, detecting the occurrence of the event with a processing device, generating a first message containing information regarding the event with the processing device, wherein the first message is generated by the processing device in response to the occurrence of the event, transmitting the first message to a computer or a communication device associated with the content provider, and receiving a second request, wherein the second request is transmitted from the computer or the communication device associated with the content provider, wherein the second request is a request for information regarding an offer by a merchant associated with the event to create or establish an affiliated marketing relationship, all of which features are specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, the recited second request which is a request for information regarding an offer by a merchant associated with the recited event to create or establish the recited affiliated marketing relationship.

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Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, generating a second message, wherein the second message contains at least one of information regarding the offer by the merchant to create or establish an affiliated marketing relationship, information regarding the merchant, and contact information regarding the merchant, transmitting the second message to the computer or the communication device associated with the content provider, receiving information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship, and processing the information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship between the merchant and the content provider, all of which features are still other specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, generating the recited second message which contains the recited at least one of information

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regarding the offer by the merchant to create or establish the recited affiliated marketing relationship, the recited information regarding the merchant, and the recited contact information regarding the merchant, transmitting the recited second message to the recited computer or the recited communication device associated with the content provider, receiving the recited information indicating that the content provider has accepted the offer by the merchant to create or establish the recited affiliated marketing relationship, and processing the information indicating that the content provider has accepted the offer by the merchant to create or establish the recited affiliated marketing relationship between the merchant and the content provider.

Applicant further submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, storing information regarding the affiliated marketing relationship between the merchant and the content provider, generating a third message containing information that the affiliated marketing relationship was created or established between the merchant and the content provider, and transmitting the third message to a communication device or a computer associated with the

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merchant, all of which features are still other specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, storing the recited information regarding the recited affiliated marketing relationship between the merchant and the content provider, generating the recited third message containing information that the recited affiliated marketing relationship was created or established between the merchant and the content provider, and transmitting the recited third message to the recited communication device or the recited computer associated with the merchant.

In view of the foregoing, Applicant respectfully submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, many of the specifically recited features of independent Claim 101 and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, all of the specifically recited features of independent Claim 101.

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In view of the foregoing, Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over Capek, McCandless, Goldhaber, and any combination of same. In view of the above, Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over the prior art. Allowance of independent Claim 101 is, therefore, respectfully requested.

Applicant further submits that Claims 102 and 104-119, which Claims 102 and 104-119 depend either directly or indirectly from independent Claim 101, so as to include all of the limitations of independent Claim 101, are also patentable over the prior art as said Claims 102 and 104-119 depend from allowable subject matter.

Allowance of pending Claims 101, 102, and 104-119 is, therefore, respectfully requested.

II. THE PRESENT INVENTION, AS DEFINED BY CLAIM 121, IS PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by independent Claim 121, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 121, is patentable over Capek, McCandless, Goldhaber, and any combination of same. Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, a computer-implemented method, comprising at least one of receiving and storing information regarding a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is a storing of an offered price for an advertising space, at least one of receiving and storing information regarding an offered price for an advertising space, detecting the occurrence of the event with a processing device, generating a first message containing information regarding the event with the processing device, wherein the first message is generated by the processing device in response to the occurrence of the event, transmitting the first message to a computer or a

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communication device associated with the content provider,

receiving a second request, wherein the second request is

transmitted from the computer or the communication device

associated with the content provider, wherein the second

request is a request for information regarding an offer by a

merchant associated with the event to create or establish an

affiliated marketing relationship or to create or establish an

advertising relationship, generating a second message, wherein

the second message contains at least one of information

regarding the offer by the merchant to create or establish an

affiliated marketing relationship or to create or establish an

advertising relationship, information regarding the merchant,

and contact information regarding the merchant, transmitting

the second message to the computer or the communication device

associated with the content provider, receiving information

indicating that the content provider has accepted the offer by

the merchant to create or establish an affiliated marketing

relationship or to create or establish an advertising

relationship, processing the information indicating that the

content provider has accepted the offer by the merchant to

create or establish an affiliated marketing relationship or to

create or establish an advertising relationship between the

merchant and the content provider, storing information

regarding the affiliated marketing relationship or the

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advertising relationship between the merchant and the content provider, generating a third message containing information that the affiliated marketing relationship or the advertising relationship was created or established between the merchant and the content provider, and transmitting the third message to a communication device or a computer associated with the merchant, all of which features are specifically recited features of independent Claim 121.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, the recited first request by a content provider to be notified regarding an occurrence of the recited event, wherein the recited event is a storing of an offered price for an advertising space and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, at least one of receiving and storing the recited information regarding the recited first request by a content provider to be notified regarding an occurrence of the recited event, wherein the recited event is a storing of an offered price for an advertising space, and at least one of receiving and storing the recited information regarding an offered price for an advertising space.

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Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, detecting the occurrence of the recited event with the recited processing device, generating the recited first message containing the recited information regarding the recited event with the recited processing device, wherein the recited first message is generated by the recited processing device in response to the occurrence of the recited event, and transmitting the recited first message to the recited computer or the recited communication device associated with the content provider.

In view of the foregoing, Applicant respectfully submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, many of the specifically recited features of independent Claim 121 and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, all of the specifically recited features of independent Claim 121.

In view of the foregoing, Applicant respectfully submits that the present invention, as defined by independent Claim 121, is patentable over Capek, McCandless, Goldhaber, and any combination of same. In view of the above, Applicant

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respectfully submits that the present invention, as defined by independent Claim 121, is patentable over the prior art. Allowance of pending independent Claim 121 is, therefore, respectfully requested.

III. THE PRESENT INVENTION, AS DEFINED BY CLAIM 122, IS PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by independent Claim 122, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 122, is patentable over Capek, McCandless, Goldhaber, and any combination of same. Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, a computer-implemented method, comprising at least one of receiving and storing information regarding a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is a storing of an offered price for an advertising space and a storing of a term or condition for an advertising offering, at least one of receiving and storing information regarding an offered price

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for an advertising space and information regarding a term or

condition for an advertising offering, detecting the

occurrence of the event with a processing device, generating a

first message containing information regarding the event with

the processing device, wherein the first message is generated

by the processing device in response to the occurrence of the

event, transmitting the first message to a computer or a

communication device associated with the content provider,

receiving a second request, wherein the second request is

transmitted from the computer or the communication device

associated with the content provider, wherein the second

request is a request for information regarding an offer by a

merchant associated with the event to create or establish an

affiliated marketing relationship or to create or establish an

advertising relationship, generating a second message, wherein

the second message contains at least one of information

regarding the offer by the merchant to create or establish an

affiliated marketing relationship or to create or establish an

advertising relationship, information regarding the merchant,

and contact information regarding the merchant, transmitting

the second message to the computer or the communication device

associated with the content provider, receiving information

indicating that the content provider has accepted the offer by

the merchant to create or establish an affiliated marketing

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relationship or to create or establish an advertising

relationship, processing the information indicating that the

content provider has accepted the offer by the merchant to

create or establish an affiliated marketing relationship or to

create or establish an advertising relationship between the

merchant and the content provider, storing information

regarding the affiliated marketing relationship or the

advertising relationship between the merchant and the content

provider, generating a third message containing information

that the affiliated marketing relationship or the advertising

relationship was created or established between the merchant

and the content provider, and transmitting the third message

to a communication device or a computer associated with the

merchant, all of which features are specifically recited

features of independent Claim 122.

Applicant submits that Capek, McCandless, Goldhaber,

and any combination of same, do not disclose, teach, or

suggest, the recited first request by a content provider to be

notified regarding an occurrence of the recited event, wherein

the recited event is a storing of an offered price for an

advertising space and a storing of a term or condition for an

advertising offering and, therefore, Capek, McCandless,

Goldhaber, and any combination of same, do not disclose,

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teach, or suggest, at least one of receiving and storing the recited information regarding the recited first request by a content provider to be notified regarding an occurrence of the recited event, wherein the recited event is a storing of an offered price for an advertising space and a storing of a term or condition for an advertising offering and at least one of receiving and storing the recited information regarding an offered price for an advertising space and the recited information regarding a term or condition for an advertising offering.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, detecting the occurrence of the recited event with the recited processing device, generating the recited first message containing the recited information regarding the recited event with the recited processing device, wherein the recited first message is generated by the recited processing device in response to the occurrence of the recited event, and transmitting the recited first message to the recited computer or the recited communication device associated with the content provider.
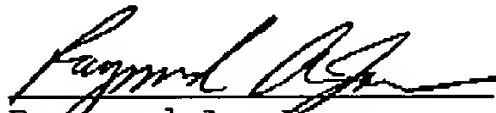
In view of the foregoing, Applicant respectfully

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submits that Capek, McCandless, Goldhaber, and any combination
of same, do not disclose, teach, or suggest, many of the
specifically recited features of independent Claim 122 and,
therefore, Capek, McCandless, Goldhaber, and any combination
of same, do not disclose, teach, or suggest, all of the
specifically recited features of independent Claim 122.

In view of the foregoing, Applicant respectfully
submits that the present invention, as defined by independent
Claim 122, is patentable over Capek, McCandless, Goldhaber,
and any combination of same. In view of the above, Applicant
respectfully submits that the present invention, as defined by
independent Claim 122, is patentable over the prior art.
Allowance of pending independent Claim 122 is, therefore,
respectfully requested.

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IV. CONCLUSION:

In view of the foregoing, the application is deemed to be in condition for allowance and action to that end is respectfully requested. Allowance of pending Claims 101, 102, 104-119, 121, and 122 is respectfully requested.

Respectfully Submitted,

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Encl.: - Abstract Of The Disclosure

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